

## ABSTRACT OF THE DISCLOSURE

A service provider is enabled to easily create and distribute data network services over a wide area data network such as the Internet. Powerful distributed computing technology and popular standards like Domain Name Service (DNS) and Extensible Markup Language (XML) may be leveraged to provide a scalable and secure service infrastructure. A directory service utility maintains a registry of service providers of data network services. In response to receiving a query for a particular service, the directory service utility identifies a provider of the particular service to the network connected device. The network connected device may then contact the service provider directly and receive an application (i.e., an executable file) for accessing the particular data network service. Distributed computing features are used to reduce the need for widespread distribution of additional protocols when new services are created. This increases service creation, reduces time-to-market of new services and minimizes services management and maintenance requirements.